

WASHINGTON COUNTY TOURISM PROFILE

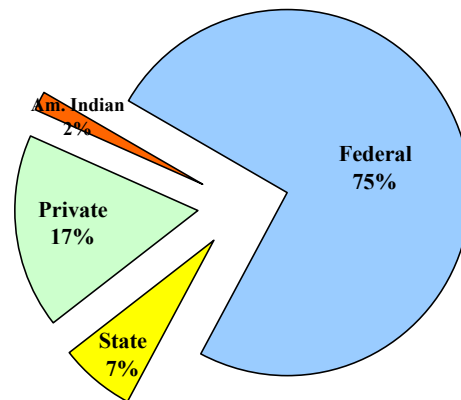
| County Indicator | 1997 | 1998 | 1999 | 2000 | 2001(o) | 2001(n) | 2002(p) | % Change 2001-2002 | State Ranking |
|--|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------------------|------------------|
| DEMOGRAPHIC | | | | | | | | | |
| Population | 81,520 | 84,837 | 88,049 | 90,354 | 94,613 | | 99,442 | 5.1% | 5 |
| Total Non-Ag Employment | 28,851 | 30,386 | 31,914 | 33,595 | 35,838 | | 37,353 | 4.2% | 6 |
| Non-Ag Avg Monthly Wage | \$1,634 | \$1,727 | \$1,776 | \$1,830 | \$1,859 | | \$1,903 | 2.4% | 19 |
| Per Capita Income | \$17,018 | \$17,808 | \$18,001 | \$18,864 | \$19,303 | | \$19,654 | 1.8% | 14 |
| Unemployment Rate | 3.3% | 3.8% | 3.6% | 3.2% | 3.8% | | 4.6% | 0.8% | 3 |
| SPENDING & EMPLOYMENT | | | | | | | | | |
| Spending by Travelers (Millions) | \$218.3 | \$223.2 | \$230.4 | \$233.2 | \$229.8 | \$388.6 | \$447.4 | 15.1% | 2 |
| Travel & Tourism Related Employment | 4,009 | 4,131 | 4,319 | 4,415 | 4,571 | 6,844 | 7,152 | 4.5% | 6 |
| TOURISM TAX REVENUES (000s) | | | | | | | | | |
| Local Tax Revenues from Traveler Spending | \$4,541 | \$4,643 | \$4,793 | \$4,851 | \$4,780 | \$6,006 | \$6,080 | 1.2% | 6 |
| Gross Taxable Room Rents | \$32,202 | \$34,112 | \$36,471 | \$37,946 | \$39,160 | | \$43,206 | 10.3% | 3 |
| Transient Room Tax | \$966.1 | \$1,023.4 | \$1,094.1 | \$1,138.4 | \$1,174.8 | | \$1,296.2 | 10.3% | 3 |
| Restaurant Tax | \$698.4 | \$784.4 | \$824.0 | \$881.7 | \$925.5 | | \$1,032.3 | 11.5% | 6 |
| Car Rental Tax | -- | \$8.6 | \$260.7 | \$123.4 | -\$58.4 | | \$110.0 | 288.5% | 2 |
| Gross Taxable Retail Sales (million) | \$994.1 | \$1,066.9 | \$1,159.5 | \$1,237.8 | \$1,376.9 | | \$1,503.2 | 9.2% | 5 |
| REGIONAL VISITATION COUNTS | | | | | | | | | |
| I-15 UT/AZ Traffic Count | 5,796,200 | 6,139,300 | 6,359,030 | 6,396,625 | 6,674,025 | | 7,206,925 | 8.0% | |
| SR-89 UT/AZ Traffic Count | 635,830 | 651,525 | 693,500 | 943,525 | 923,450 | | 965,425 | 4.5% | |
| St. George Welcome Center | 185,317 | 167,690 | 181,002 | 190,173 | 191,554 | | 208,899 | 9.1% | |
| Zion N.P. | 2,445,534 | 2,370,048 | 2,449,664 | 2,432,348 | 2,227,490 | | 2,647,775 | 18.9% | |
| Bryce Canyon N.P. | 1,174,824 | 1,166,331 | 1,081,521 | 1,099,275 | 1,068,619 | | 886,436 | -17.0% | |
| Quail Creek S.P. | 357,077 | 730,901 | 826,215 | 849,034 | 793,326 | | 663,390 | -16.4% | |
| Cedar Breaks N.M. | 608,399 | 578,974 | 597,460 | 550,657 | 690,652 | | 586,938 | -15.0% | |
| Grand Staircase-Escalante N.M. | 788,611 | 849,628 | 1,141,131 | 572,176 | 683,286 | | 670,069 | -1.9% | |
| Snow Canyon S.P. | 646,204 | 674,498 | 612,093 | 502,107 | 435,210 | | 347,804 | -20.1% | |
| Coral Pink Sand Dunes S.P. | 164,544 | 188,164 | 164,893 | 106,601 | 131,675 | | 87,694 | -33.4% | |
| Gunlock S.P. | 67,502 | 71,212 | 100,172 | 76,919 | 85,365 | | 83,830 | -1.8% | |
| Mountain Meadows S.H.S. | 41,187 | 19,227 | 11,071 | 17,581 | 27,428 | | 57,542 | 109.8% | |

| Land Ownership - 1999 | No. of Acres | % Total |
|-------------------------------|------------------|---------------|
| Total Acres in County | 1,554,131 | 100.0% |
| Federal Government | 1,158,477 | 74.5% |
| BLM | 629,170 | 40.5% |
| US Forest Service | 345,188 | 22.2% |
| National Recreation Areas | -- | -- |
| National Parks | 132,018 | 8.5% |
| National Wildlife Refuge | -- | -- |
| USFS & BLM Wilderness Area | 52,101 | 3.4% |
| Other* | -- | -- |
| State Government | 103,925 | 6.7% |
| Utah State Parks & Recreation | 6,297 | 0.4% |
| Utah State Wildlife Reserves | -- | -- |
| State Trust Lands | 97,628 | 6.3% |
| American Indian | 27,590 | 1.8% |
| Private** | 264,140 | 17.0% |

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Washington County Tourism Profile

